

CLAIMS

1. An advertisement presentation system characterized in comprising:
 - a network;
 - a server connected to the network; and
 - user side equipment for presenting advertisements to a user while transferring data with said server via said network.
2. An advertisement presentation system according to claim 1, characterized in that there is further provided a server for delivering said advertisements to said user side equipment.
3. An advertisement presentation system according to claim 1, characterized in that said user side equipment is provided with an animated advertisement reproduction section for reproducing said advertisements by animation.
4. An advertisement presentation system according to claim 1, characterized in that there is provided a personal history information storage section for storing personal history information regarding a user of said user side equipment.
5. An advertisement presentation system according to claim 1, characterized in that there is provided a selection section for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information.

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6. An advertisement presentation system according to claim 4, characterized in that said personal history information contains the content or type of data transferred by the user, advertisements presented to the user, or the user's personal characteristics information.
7. An advertisement presentation system according to claim 1, characterized in that there is provided a selection section for selecting one or a plurality of advertisements to present to a user from among a plurality of advertisements based on the environment of said user side equipment.
8. An advertisement presentation system according to claim 1, characterized in that there is provided a data processing section for executing or opening data transmitted to said user side equipment after an advertisement has finished being presented to said user, or when a predetermined operation is performed by said user during advertisement presentation.
9. An advertisement presentation system according to claim 1, characterized in that said user side equipment presents the advertisements to the user while downloading data from said server via said network.
10. An advertisement presentation system according to claim 9, characterized in that said user side equipment downloads data and software required to use this data from said server via said network.

11. An advertisement presentation system according to claim 1, characterized in that said user side equipment presents the advertisements to the user while uploading data to said server via said network.
12. An advertisement presentation system according to claim 1, characterized in that there is further provided an input request section for requesting said user to input information interactively when data is transferred between said server and said user side equipment via said network, and a response storage section for storing responses input by said input request section.
13. An advertisement presentation system according to claim 12, characterized in that there is provided a response access section for accessing responses stored in said response storage section.
14. An advertisement presentation system according to claim 12, characterized in that there is provided a retrieval section for retrieving responses stored in said response storage section.
15. An advertisement presentation system according to claim 1, characterized in that there is provided a sales execution section for executing sales of products or services to said user while data is transferred to or from said server via said network.
16. An advertisement presentation system according to claim 1, characterized in that there is provided a processing section for virus checking, defragmenting, or deleting

unnecessary files from said user side equipment while data is transferred to or from said server via said network.

17. An advertisement presentation system according to claim 1, characterized in that transfer speed is adjusted based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

18. An advertisement presentation system according to claim 17, characterized in that data transfer finishes at the same time as or after presentation of said advertisement is completed.

19. A program for presenting advertisements, for execution on a computer;
a step for transferring data to or from a server via a network, and
a step for presenting advertisements on said user side equipment to a user while transferring data.

20. A program according to claim 19, for executing a step for delivering said advertisements to said user side equipment.

21. An advertisement presentation system characterized in that in said program according to claim 19, said user side equipment is provided with an animated advertisement reproduction section for reproducing said advertisements by animation.

22. A program according to claim 19, for executing a step for storing personal history information regarding a user of said user side equipment.

23. A program according to claim 19, for executing a step for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information.
24. A program according to claim 23, characterized in that said personal history information contains the content or type of data transferred by the user, advertisements presented to the user, or the user's personal characteristics information.
25. A program according to claim 19, characterized in that there is provided a step for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on the environment of said user side equipment.
26. A program according to claim 19, for executing a step for executing or opening data transmitted to said user side equipment after an advertisement has finished being presented to said user, or when a predetermined operation is performed by said user during advertisement presentation.
27. A program according to claim 19, for executing a step where said user side equipment presents the advertisements to the user while downloading data from said server via said network.
28. A program according to claim 27, characterized in that said user side equipment downloads data and software required to use this data from said server via said network.

29. A program according to claim 19, for executing a step where said user side equipment presents the advertisements to the user while uploading data to said server via said network.
30. A program according to claim 19, for executing;
a step for requesting said user to input information interactively when data is transferred between said server and said user side equipment via said network, and
a step for storing responses input by said input request section.
31. A program according to claim 30, for executing a step for accessing responses stored in said response storage section.
32. A program according to claim 30, for executing a step for retrieving responses stored in said response storage section.
33. A program according to claim 19, for executing a step for executing sales of products or services to said user while data is transferred to or from said server via said network.
34. A program according to claim 19, for executing a step for virus checking, defragmenting, or deleting unnecessary files from said user side equipment while data is transferred to or from said server via said network.

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35. A program according to claim 19, for executing a step for adjusting transfer speed based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.
36. A program according to claim 35, for executing a step for finishing data transfer at the same time as or after presentation of said advertisement is completed.
37. A method of presenting advertisements comprising;
a step for transferring data to or from a server via a network, and
a step for presenting advertisements on said user side equipment to a user while transferring data.
38. A method according to claim 37, including a step for delivering said advertisements to said user side equipment.
39. A method according to claim 37, including a step where said user side equipment reproduces said advertisements by animation.
40. A method according to claim 37, including a step for storing personal history information regarding a user of said user side equipment.
41. A method according to claim 37, including a step for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information.

42. A method according to claim 41, characterized in that said personal history information contains the content or type of data transferred by the user, advertisements presented to the user, or the user's personal characteristics information.
43. A method according to claim 37, including a step for selecting one or a plurality of advertisements to present to a user from among a plurality of advertisements based on the environment of said user side equipment.
44. A method according to claim 37, including a step for executing or opening data transmitted to said user side equipment after an advertisement has finished being presented to said user, or when a predetermined operation is performed by said user during advertisement presentation.
45. A method according to claim 37, including a step where said user side equipment presents the advertisements to the user while downloading data from said server via said network.
46. A method according to claim 45, including a step where said user side equipment downloads data and software required to use this data from said server via said network.
47. A method according to claim 37, including a step where said user side equipment presents the advertisements to the user while uploading data to said server via said network.
48. A method according to claim 37 including;

a step for requesting said user to input information interactively when data is transferred between said server and said user side equipment via said network, and

a step for storing responses input by said input request section.

49. A method according to claim 48 including a step for accessing responses stored in said response storage section.

50. A method according to claim 48 including a step for retrieving responses stored in said response storage section.

51. A method according to claim 37 including a step for executing sales of products or services to said user while data is transferred to or from said server via said network.

52. A method according to claim 48 including a step for virus checking, defragmenting, or deleting unnecessary files from said user side equipment while data is transferred to or from said server via said network.

53. A method according to claim 37 including a step for adjusting transfer speed based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

54. A method according to claim 53 including a step for finishing data transfer at the same time as or after presentation of said advertisement is completed.

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